



CERTIFICATE OF MAILING/TRANSMISSION (37 CFR 1.8)

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being submitted by First Class mail to the US Patent and Trademark Office: Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450 or transmitted by facsimile to the U.S. Patent and Trademark Office, Fax No. (703)872-9306.

Date: 7 October 2005

By: Laurie A. Torres
Laurie A. Torres

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Charles A. Eldering

Conf. No.: 5900 : Group Art Unit: 2161
Appln. No.: 09/807,887 : Examiner: Coby, Frantz
Filing Date: 19 APRIL 2001 : Att'y. Docket No.: T706-11

Title: Consumer Profiling and Advertisement Selection System

STATEMENT UNDER 37 CFR §3.73(b)

Prime Research Alliance E., Inc. (a corporation) states that it is:

- ☒ the assignee of the entire right, title and interest; or
- ☐ an assignee of less than the entire right, title and interest in the patent identified above by virtue of either:
- ☐ An assignment from the inventor(s) of the patent application identified above. The assigned was recorded in the United State Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.
- ☒ A chain of title from the inventor(s) of the patent application/patent identified above, to the current assignee as shown below:

From: Charles A. Eldering To: Expanse Networks, Inc.

The document was recorded in the United State Patent and Trademark Office at:
Reel 011889, Frame 0254, or for which a copy there is attached.

From: Expanse Networks, Inc. To: Prime Research Alliance E., Inc.

The document was recorded in the United State Patent and Trademark Office at:
Reel 015139, Frame 0836, or for which a copy there is attached.

☒ Copies of assignments or other documents in the chain of title are attached.

The undersigned (whose title is supplied below) is empowered to sign this statement on behalf of the assignee.

10/7/05
Date

Andrew W. Spicer
Andrew W. Spicer, Esquire
Registration No. 57,420
Technology, Patents, & Licensing, Inc.
6206 Kellers Church Road
Pipersville, PA 18947
PH: 215-766-2100

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

ASSIGNMENT OF APPLICATION

Docket Number (Optional)

T706-11

Whereas, I/We, CHARLES A. ELDERING of 214 COMMONS WAY DOYLESTOWN, PENNSYLVANIA, hereafter referred to as applicant, have invented certain new and useful improvements in CONSUMER PROFILING AND ADVERTISEMENT SELECTION SYSTEM

☐ for which an application for a United States Patent was filed on _____
Application Number _____/_____.

☒ for which an application for a United States Patent was executed on _____ even date herewith, and

Whereas, EXPANSE NETWORKS, INC. of DOYLESTOWN, PENNSYLVANIA herein referred to "assignee" whose mailing address is 300 NORTH BROAD STREET, DOYLESTOWN, PA 18901 is

desirous of acquiring the entire right, title and interest in the same;
CONSUMER PROFILING AND ADVERTISEMENT SELECTION SYSTEM

Now, therefore, in consideration of the sum of ONE dollars (\$ 1.00), the receipt whereof is acknowledged, and other good and valuable consideration, I/We, the applicant(s), by these presents do sell, assign and transfer unto said assignee the full and exclusive right to the said invention in the United States and the entire right, title and interest in and to any and all Patents which may be granted therefor in the United States, I/We hereby authorize and request the Commissioner of Patent and Trademarks to issue said United States Patent to said assignee, of the entire right, title, and interest in and to the same, for his sole use and behoof; and for the use and behoof of his legal representatives, to the full end of the term for which said Patent may be granted, as fully and entirely as the same would have been held by me had this assignment and sale not been made.

Executed this 12th day of APRIL, 2001
at Doylestown, PA 4:00 pm

State of PENNSYLVANIA
County of BUCKS) SS:

Charles A. Elderling
(Signature)

Before me personally appeared said Charles A. Elderling
and acknowledged the foregoing instrument to be his free act and deed this 12th
day of APRIL, 2001.

Notarial Seal
Laura J. Kelly, Notary Public
Doylestown Boro, Bucks County
My Commission Expires Jan. 12, 2004
Member, Pennsylvania Association of Notaries

Seal

Laura J. Kelly
(Notary Public)

Note: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required. See below*.

* ☐ Total of _____ forms are submitted.

Burden Hour Statement: This form is estimated to take 0.1 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner of Patents and Trademarks, Washington, DC 20231.

ASSIGNMENT

WHEREAS, **Expanse Networks, Inc.**, hereinafter referred to as the **ASSIGNOR**, a Corporation of Delaware, having its principal place of business at **6206 Kellers Church Road, Pipersville, PA 18947** is the owner of certain inventions or improvements for which applications for Letters Patent have been made or for which Letters Patent have been issued, all of which are listed on Attachment A hereto (hereafter Patent Property); and

WHEREAS, **Prime Research Alliance E, Inc.**, hereinafter referred to as the **ASSIGNEE**, a Corporation of the British Virgin Islands, having its principal place of business at **Craigmuir Chambers, P.O. Box 71, Road Town, Tortola, British Virgin Islands**, is desirous of acquiring the entire right, title and interest in and to the said Patent Property in any and all countries;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, **ASSIGNOR** has sold, assigned, transferred and set over, and by these presents does hereby sell, assign, transfer and set over to said **ASSIGNEE**, the entire right, title and interest in and to said Patent Property and any and all continuations, divisions and renewals of and substitutes for said Patent Property and to and under any and all additional Letters Patent which may be granted on or as a result thereof in the United States and any and all other countries, and any reissue or reissues or extensions of said Letters Patent, and the full right to sue for and recover damages recoverable for past infringement of the same (including the right of **ASSIGNEE** to be substituted for **ASSIGNOR** as a party in any pending action instituted by **ASSIGNOR** for infringement of any Patent Property), and for violations of provisional rights having arisen from any published application(s) for said Patent Property. **ASSIGNOR** further assigns to and authorizes said **ASSIGNEE** to file corresponding applications for Letters Patent in all countries, to be held and enjoyed by said **ASSIGNEE**, its successors, assigns, nominees or legal representatives, to the full end of the term or terms for which said Letters Patent respectively may be granted, reissued or extended, as fully and entirely as the same would have been held and enjoyed by **ASSIGNOR** had this assignment, sale and transfer not been made.

It is hereby covenanted that **ASSIGNOR** has full right to convey the entire interest herein assigned, and that **ASSIGNOR** has not executed and will not execute any agreement in conflict herewith, and **ASSIGNOR** further covenants and agrees that it will each time request is made and without undue delay, execute and deliver all such papers as may be necessary or desirable to perfect the title to said Patent Property in said assignee, its successors, assigns, nominees, or legal representatives, and **ASSIGNOR** agrees to communicate to said **ASSIGNEE** or to its nominee all known facts respecting said Patent Property, to testify in any legal proceedings, to sign all lawful papers to execute all disclaimers and divisional, continuing, reissue and foreign applications, to make all rightful oaths, and generally to do everything reasonably possible to aid said **ASSIGNEE**, its successors, assigns, nominees and legal representatives to obtain and enforce for its or their own benefit proper patent protection for said inventions or improvements in any and all countries, all at the expense, however, of said **ASSIGNEE**, its successors, assigns, nominees or legal representatives.

AND ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States and any official of any country or countries foreign to the United States whose duty it is to issue patents on applications as aforesaid, to issue to said ASSIGNEE, as assignee of the entire right, title and interest, any and all Letters Patent for said Patent Property, including any and all Letters Patent of the United States which may be issued and granted on or as a result of any applications included in said Patent Property, in accordance with the terms of this assignment.

IN WITNESS WHEREOF, the undersigned, being properly authorized to execute this Assignment, hereunto sets their hand and seal.

Expanse Networks, Inc.

By: Chas Elderling
Charles Elderling

~~Chief Executive Officer~~ PRESIDENT

Date: AUG 18, 2004

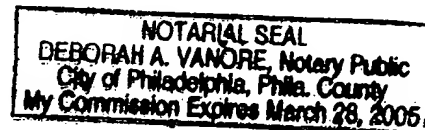
STATE OF Pennsylvania :

: SS

COUNTY OF Philadelphia :

On this 18th day of August, year of 2004, before me, the undersigned officer, personally appeared CHARLES A. ELDERLING, who acknowledged himself/herself to be the PRESIDENT of Expanse Networks, Inc., a corporation, and that he/she as such PRESIDENT, being authorized to do so, executed the foregoing instrument for the purposes therein contained by signing the name of the corporation by himself/herself as PRESIDENT.

Notary Public



ATTACHMENT A

List of Assigned Patents and Patent Applications

Issued U.S. Patent Listing

<i>Patent Number</i>	<i>Issue Date</i>	<i>Title</i>
US 6,216,129	10-Apr-01	Advertisement Selection System Supporting Discretionary Target Market Characteristics
US 6,298,348	2-Oct-01	Consumer Profiling System
US 6,324,519	27-Nov-01	Advertisement Auction System
US 6,457,010	24-Sep-02	Client-Server Based Subscriber Characterization System
US 6,560,578	6-May-03	Advertisement Selection System Supporting Discretionary Target Market Characteristics
US 6,615,039	2-Sep-03	Advertisement Subgroups for Digital Streams
US 6,684,194	27-Jan-04	Subscriber Identification System
US 6,704,930	9-Mar-04	Advertisement Insertion Techniques for Digital Video Streams
US 6,714,917	30-Mar-04	Subscriber Identification Based On Electronic Program Guide Data

Pending U.S. Patent Application Listing

<i>Patent Application Number</i>	<i>Filing/ Publication Date</i>	<i>Title</i>
09/204,888	3-Dec-98	Subscriber Characterization System
09/205,119	3-Dec-98	Advertisement Monitoring System
09/516,983	1-Mar-00	Subscriber Characterization System With Filters
09/553,637	20-Apr-00	Advertising Management System For Digital Video Streams
09/568,084	10-May-00	Advertisement Subgroups For Digital Video Streams
09/591,577	9-Jun-00	Privacy-Protected Advertising System
09/635,539	10-Aug-00	Delivering Targeted Advertisements In Cable-Based Networks

09/635,542	10-Aug-00	Grouping Subscribers Based On Demographic Data
09/635,544	10-Aug-00	Transporting Ad Characterization Vectors
09/658,204	8-Sep-00	Targeted Advertising Through Electronic Program Guide
09/660,301	12-Sep-00	Viewership Reporting For Switched Digital Video Networks
09/680,622	6-Oct-00	Method And System For Addressable And Program Independent Advertising During Recorded Programs
09/694,848	20-Oct-00	Method And Apparatus For Inserting Digital Media Advertisements Into Statistical Multiplexed Streams
09/712,790	14-Nov-00	Queue Based Advertisement Scheduling And Sales
09/742,507 US20020083451A1	21-Dec-00 27-Jun-02	User-Friendly Electronic Program Guide Based On Subscriber Characterizations
09/742,527 US20020083444A1	21-Dec-00 27-Jun-02	System And Method For Automatically Managing Avail Inventory Data And Avail Pricing
09/742,534 US20020083442A1	21-Dec-00 27-Jun-02	Queue-Based Head-End Advertisement Scheduling Method And Apparatus
09/742,852 US20020083439A1	21-Dec-00 27-Jun-02	System For Rescheduling And Inserting Advertisements
09/748,942 US20020083443A1	27-Dec-00 27-Jun-02	Advertisement Distribution System For Distributing Targeted Advertisements In Television Systems
09/748,943 US20020083445A1	27-Dec-00 27-Jun-02	Delivering Targeted Advertisements To The Set-Top-Box
09/748,949 US20020083441A1	27-Dec-00 27-Jun-02	Advertisement Filtering And Storage For Targeted Advertisement Systems
09/749,255 US20010032333A1	27-Dec-00 18-Oct-01	Scheduling And Presenting IPG Ads In Conjunction With Programming Ads In A Television Environment
09/750,800 US20020087975A1	28-Dec-00 4-Jul-02	System And Method For Delivering Targeted Advertisements Using Multiple Presentation Streams
09/750,812 US20020087980A1	28-Dec-00 4-Jul-02	Grouping Advertisement Sub Avails
09/751,349 US20020087973A1	28-Dec-00 4-Jul-02	Inserting Local Signals During MPEG Channel Changes
09/766,004 US20020056107A1	19-Jan-01 9-May-02	System And Method For Delivering Statistically Scheduled

		Advertisements
09/796,339 US20010049620A1	28-Feb-01 6-Dec-01	Privacy-Protected Targeting System
09/807,887	19-Apr-01	Consumer Profiling And Advertisement Selection System
09/824,434 US20020144263A1	3-Oct-02 2-Apr-01	Grouping Of Advertisements On An Advertising Channel In A Targeted Advertisement System
09/857,160	1-Jul-01	Subscriber Identification System
09/857,256	1-Jun-01	Subscriber Characterization And Advertisement Monitoring System
09/857,257	1-Jun-01	Advertisement Auction System
09/928,024 US20020123928A1	10-Aug-01 5-Sep-02	Targeting Ads To Subscribers Based On Privacy-Protected Subscriber Profiles
09/998,979 US20020129368A1	31-Oct-01 12-Sep-02	Profiling And Identification Of Television Viewers
10/006,874 US20020144262A1	14-Nov-01 3-Oct-02	Alternative Advertising In Prerecorded Media
10/031,142	9-Nov-01	Advertisement Subgroups For Digital Video Streams
10/031,268	23-Mar-02	Advertising Management System For Digital Video Streams
10/049,246	28-Jan-02	Method And Apparatus For Inserting Digital Media Advertisements Into Statistical Multiplexed Streams
10/068,771 US20030149975A1	5-Feb-02 7-Aug-03	Targeted Advertising In On Demand Programming
10/116,669 US20020178445A1	3-Apr-02 28-Nov-02	Subscriber Selected Advertisement Display And Scheduling
10/116,692 US20020178447A1	3-Apr-02 28-Nov-02	Behavioral Targeted Advertising
10/116,694 US20020184047A1	3-Apr-02 5-Dec-02	Universal Ad Queue
10/229,784 US20020194058A1	28-Aug-02 19-Dec-02	Consumer Profiling
10/229783 US20030004810A1	28-Aug-02 2-Jan-03	Advertisement Selection System Supporting Discretionary Target Market Characteristics
10/759,620	16-Jan-04	Advertisement Management System For Digital Video Streams

Issued Foreign Patent Listing

Patent Number	Issue Date	Title
CA 2,353,646	6-Apr-04	Subscriber Characterization And Advertisement Monitoring System
AU 768680	18-Dec-03	Consumer Profiling And Advertisement Selection System

Pending Foreign Patent Application Listing

<i>Patent Application Number</i>	<i>Filing Date</i>	<i>Title</i>
CA2353384AA	2-Dec-99	Advertisement Auction System
CA2353385AA	2-Dec-99	Subscriber Identification System
CA2353393AA	2-Dec-99	Consumer Profiling And Advertisement Selection System
CA2371906AA	10-May-00	Advertisement Subgroups For Digital Video Streams
CA2383352AA	20-Apr-00	Advertising Management System For Digital Video Streams
CA2386941AA	20-Oct-00	Method And Apparatus For Inserting Digital Media Advertisements Into Statistical Multiplexed Streams
CA2442842AA	3- Apr-02	Alternative Advertising In Prerecorded Media
EP1133745A1	2-Dec-99	Consumer Profiling And Advertisement Selection System
JP2002531897T2	1-Jun-01	Consumer Profiling And Advertisement Selection System